

May 2019 Workforce Development Activities Cumberland County Public Library

Highlights:

May's Book A Librarian sessions include staff assisting 86 customers with job applications, résumés and cover letters to the following area businesses: Amtrak, Big Lots, Circle K, CVS, Dollar General, the City of Fayetteville, FTCC, Publix Super Markets, Rick Hendrick Toyota, the St. Louis Public Library, Trojan Labor, Walgreens and Walmart. Staff also assisted small business owners make fliers to advertise their companies, as well as helping customers find information to help study and prepare for continuing job certifications. Additionally, staff helped customers find information about expunging criminal records in an effort to become more hireable. Staff also provided résumé review assistance to several customers at the library's annual job fair.

Customer Comments/Success Stories:

One of the customers who attended the **Career Guidance: Learning about Computer Security and Networking** program told staff that she was glad the library had the program. She said that she was trying to find a new career field and the information gained from this program convinced her to pursue a job in the IT field.

A job seeker asked IS Librarian I Jay Goldstein for assistance in setting up an online interview. The customer was having some difficulty with the software and was stressed about missing the interview. Goldstein helped him get connected to the interview and also set him up in a conference room so that he could speak more freely in the interview. Afterwards, the customer made a point to find Goldstein to thank him for his assistance.

NCWorks News:

The library held its annual Job Fair and 35 local, regional and national businesses attended and spoke with 338 job seekers about employment opportunities with their organizations. Additionally, library hiring managers and County Human Resources staff taught classes and assisted in reviewing job seekers' résumés. Classes taught at the job fair included: **How to Build Your Résumé Using NCWorks, Marketing Yourself: Career Success at Any Stage and Interviewing Tips**. The library also provided an *Internet Job Café* so that job seekers were able to update their résumés and access online job applications.



Headquarters Branch Manager and Small Business Coordinator Jane Casto hosted **The 3 Secrets of Successful Businesses** series. Kent Hill, the Director of the Fayetteville Technical Community College Center for Innovation, presented the classes. In the **Promotion for Profits** class, Hill taught small business owners how to identify customers and market effective messages to those customers. In the **Process as a Competitive Advantage** class, Hill taught small business owners how to save time, headaches and money by changing how they structure and organize their businesses. In the **Finding, Hiring and Retaining the People to Help Your Business Win** class, Hill taught small business owners techniques to systematically attract, identify, hire, train and retain the good employees that are essential to making businesses champions in their markets.

STATISTICS ~ Monthly Job & Career Programs/Activities	# of Activities	Attendance
✓ Adult Programs (Library Job Fair, Build Your Résumé, NCWorks, Marketing Yourself: Career Success at Any Stage, Résumé Review & Interviewing Tips, Fayetteville Cumberland Reentry Council Resource Fair, Rock Your Résumé Drop-In Lab, NCWorks, Career Guidance Programs)	11	387
✓ Small Business Programs (The 3 Secrets of Successful Businesses; Business Essentials: Food Truck U, Small Business Networking Breakfast)	5	46
✓ Young Adult Programs (Jump Start on Your Summer Job Search, Career Guidance Series)	4	8
✓ Book A Librarian Sessions (one-on-one training on Résumés, Computer Skills, Job Search, etc.)	77	86
Totals:	97	527

Online Job & Career Resource Guide Usage	2,005
Career Related Reference Questions	281